



HELP THE ANIMALS YOU LOVE

YOUR GUIDE TO FUNDRAISING FOR RZSS

Together we can care for the animals in our parks and protect endangered species across the world



WHAT WE DO

RZSS is one of Scotland's leading conservation charities. Just like you, we are committed to protecting endangered species. We do this through conservation, research and education – not just in Scotland but around the world. We run two sites, Edinburgh Zoo and the Highland Wildlife Park, where we care for a diverse range of animals, from Giant Pandas to the tiny Pine Hoverfly. Many of the animals in our care are rare and endangered.

WHY YOUR FUNDRAISING IS SO IMPORTANT

As well as ensuring the animals in our parks are well fed and cared for, RZSS is at the forefront of innovative conservation projects. We work from our home in Scotland and in 21 countries around the world, from saving the Scottish Wildcat to uncovering the hidden world of the giant armadillo in Brazil. We carry out cutting-edge research through our dedicated RZSS WildGenes genetics laboratory and we inspire the next generation to protect the natural world.

All this would simply not be possible without your support!



DID YOU KNOW?

The world-famous Penguin Parade began in 1951 when a gate was left open and a gentoo penguin escaped. The keeper decided to see what would happen and it was followed by other penguins to the front of the Zoo!

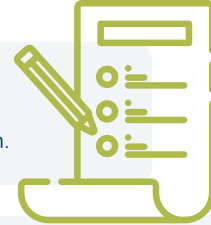
DID YOU KNOW?

It costs over £2,000 a day to make sure every animal we care for is well fed and looked after.

GET STARTED!

1. PLAN YOUR FUNDRAISING

Have a look at our fundraising ideas for some inspiration or come up with your own.



2. SET UP AN ONLINE FUNDRAISING PAGE

Justgiving.com is a quick easy way to raise funds and ensure they are coming directly to us. Make sure you select **Royal Zoological Society of Scotland** as your beneficiary charity.

You can also use Facebook to fundraise for us. Many of our supporters set up a Facebook Fundraiser for their birthday or other celebration instead of receiving gifts.



3. LET US KNOW

Please email supportus@rzss.org.uk and let us know you are fundraising for us. This means we can let you know how grateful we are and help you in any way we can.

4. TELL YOUR FRIENDS, FAMILY, CO-WORKERS AND NEIGHBOURS

Get the word out! Share it on social media and encourage people you know to donate.

Top tip: Getting some of your biggest supporters to make the first donation will encourage others to give at a similar level.

Don't forget to let your employer know as they might have a match funding scheme in place.



5. SET YOURSELF A TARGET

This will help keep you focused and will let others know how great a job you are doing.

6. TELL YOUR STORY

Your passion and enthusiasm for your fundraising will help encourage others to donate. Tell them why you think it's so important and the difference they can make.



7. HAVE FUN!

Most importantly, have fun! You are doing something amazing for the animals you love and we can't thank you enough.



SOME FUNDRAISING IDEAS!



SPONSORED WALK, RUN, CYCLE, DANCE OR SWIM

Sign up to an organised event or design your own. Don't forget to make sure you follow safety guidelines and recommendations.

Why not ask friends, family or colleagues to sponsor you to run, cycle or walk the distance between Highland Wildlife Park and Edinburgh Zoo, about 115miles! You could break this in to sections and do it over the course of a month, tracking your progress on a map.



BAKE SALE OR VIRTUAL BAKE OFF

Great for the workplace or have a virtual baking competition. Challenge your friends or coworkers to design the best birthday cake. Why not make it more of a challenge and set an animal theme? Best Panda cake wins!



ANIMAL THEMED PARTY

Who doesn't love a party? You can ask guests to donate to attend and dress up as their (or your) favorite animal. You could have animal themed decorations and food.



LEARN A NEW SKILL

Why not ask people to sponsor you to learn a new skill? It could be anything from a new language to juggling.



PENGUIN CAM BINGO

The Edinburgh Zoo penguins are an active bunch. How many times will you see them chase each other, steal stones from nests or jump in the water for a dip?



ASK FOR DONATIONS IN PLACE OF GIFTS FOR A SPECIAL OCCASION

This could be a birthday, wedding or anniversary.



GIVE SOMETHING UP

Could you give up chocolate for a month? How about abstaining from your morning coffee? Ask your friends and family to sponsor you and see how long you can last.

DID YOU KNOW?

The number of giraffes in Africa has fallen by almost 30% in the last three decades. Edinburgh Zoo's new giraffe herd will help raise awareness and funds for their cousins out in the wild.

HOW WE CAN HELP



Email us at supportus@rzss.org.uk and we can offer you advice and support



Give you a 'like' on social media if you tag us



Post out a certificate to say thank you



Email you a letter of authority to help you if you are running a raffle or asking companies for support



Sign-off on any material you produce with our logo

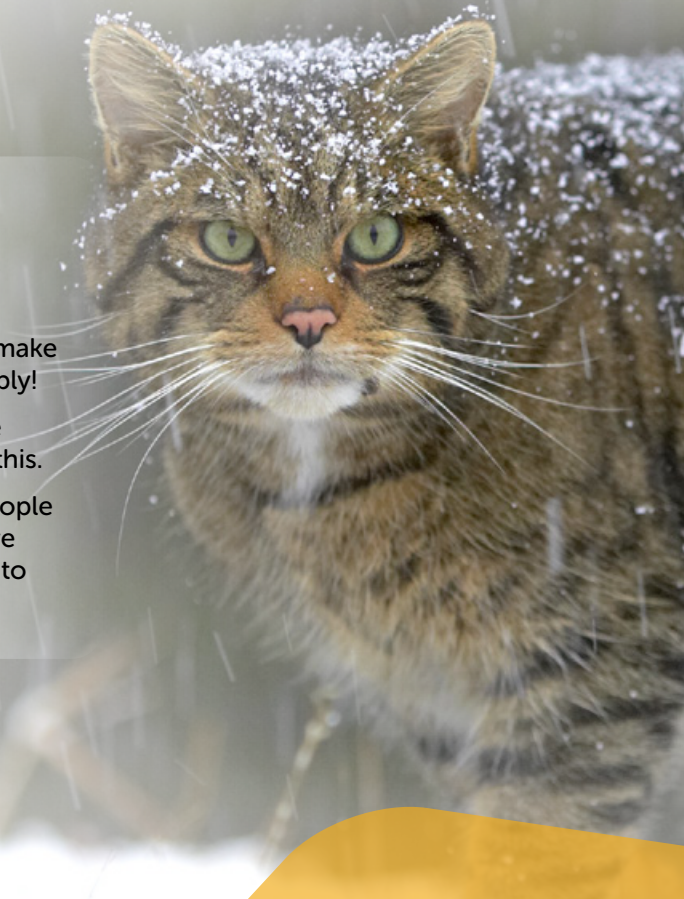
HOW WE ARE UNABLE TO HELP

As much as we would love to help in any way we can, there are some things that we are unable to do

Unfortunately, we cannot plug you on social media. However, make sure you tag us in your posts, and we will give you a like and reply!

We can't supply free tickets as competition prizes. Although we would love to, we just don't have the financial capability to do this.

We can't sell goods on your behalf. We are so pleased when people create beautiful works of art on our behalf but unfortunately, we are unable to sell or auction them for you. We would be happy to support you if you decide to set this up yourself.



DID YOU KNOW?

Koala's can eat around 500g of Eucalyptus every day – that's the equivalent of a small bag of sugar!

KEEP IT SAFE...



Make sure you only collect donations and sponsorship from people you know and trust.



Children should be supervised at all times and if you are under the age of 18, please make sure you include a trusted adult in all your plans.



If you are holding an event in a venue, make sure it is safe and that relevant security, health & safety and insurance policies are in place and adhered to.

KEEP IT LEGAL

In Aid Of

We are so grateful that you are fundraising for RZSS. When you talk about your fundraising, please make sure you are making clear you are raising funds 'in aid of RZSS' and do not represent the charity. Please don't talk about our policies or stance on specific issues. Any questions, please contact supportus@rzss.org.uk

Our Logos

Please contact supportus@rzss.org.uk if you want to use our logos. We can then ensure we are sending you the right logo and your material is representing us in the right way.

Insurance

Please remember that you are responsible for ensuring the activity you are running or taking part in is safe and legal. RZSS cannot accept any liability or responsibility for anything that may happen as part of your activities. If in doubt, please check.

Cash Collections

Please be aware some cash collections may need specific permissions or licenses, depending on the venue or location. Please check with the venue owner or local authority.

Lotteries

If you intend to run a lottery, prize competition or free draw

for us, you need to follow any gambling regulations that may apply, including laws relating to the process of allocating prizes fairly. Please check with your local authority or Gambling Commission guidance before you start.

Gift Aid

If you, or your sponsor, is a UK taxpayer, we can claim an additional 25% on top of your donation from HMRC at no extra cost to you. That means that for every £1 you donate, RZSS can claim an extra 25p. It is important that you read any Gift Aid declarations carefully before agreeing to allow us to Gift Aid your donation.

If you have any questions about keeping your fundraising safe and legal, please email supportus@rzss.org.uk or visit:

Office of the Scottish Charities Regulator: www.oscr.org.uk

Chartered Institute of Fundraising <https://ciof.org.uk/>



WHAT NEXT?

If you have used JustGiving or Facebook to fundraise for us, there isn't anything else you need to do as all donations will have already been sent to us.

If you raised money in any other way, please send a cheque made payable to RZSS to:

Development Team
Royal Zoological Society of Scotland
134 Corstorphine Road
Edinburgh
EH12 6TS

You can also pay your money in online by visiting our website: www.rzss.org.uk/support-us



DID YOU KNOW?

Our male Giant Panda, Yang Guang, can eat up to 100kg of bamboo every single day.



ON BEHALF OF EVERYONE AT RZSS
(INCLUDING THE ANIMALS)

A HUGE THANK YOU FOR YOUR SUPPORT!

A donation of £10 could treat Giant Panda, Yang Guang, to a slice of his favourite panda cake, made to a secret recipe...

A donation of £30 could feed a koala for a day

A donation of £50 could feed Sumatran Tigers, Lucu and Dharma, for a week

A donation of £130 could health screen a Scottish beaver before it goes back into the wild

A donation of £165 could feed the penguin colony for a day

A donation of £350 could feed a Scottish wildcat for a year in the dedicated conservation breeding for release centre at the Highland Wildlife Park

A donation of £1,000 will feed a giraffe for a month. For donations of £1,000 or more we can arrange a special thank you visit to an animal of your choice!



THE ROYAL ZOOLOGICAL SOCIETY OF SCOTLAND
RZSS Edinburgh Zoo, 134 Corstorphine Road, Edinburgh EH12 6TS
0131 314 0300 rzss.org.uk @RZSS / RZSSofficial

REGISTERED CHARITY NUMBER: SC004064

